

Another Successful Annual Meeting

By Dakota Riehl-Davis, ECA Board President

The ECA held a successful virtual Annual Meeting for the second time earlier this year. Although we missed seeing everyone in person during our normal in-person pancake breakfast, the meeting was a wonderful space to share updates, hear from area leaders, vote for new board members, and share exciting new updates!

This year, over 60 people virtually joined us on February 12. We raffled over \$900 worth of prizes to attendees, all donated by area businesses and partners. We heard updates from several special guests including Grand Rapids Mayor Rosalynn Bliss, 2nd Ward City Commissioner Milinda Ysasi, Eastown Business Association Board member Jay Van Lenten, and Ingrid Miller from Uptown, Inc. Additionally, we shared our exciting news about our new Executive Director, Courtney Burrows! We are thrilled that she will be bringing all her talents and experience to our community through the ECA.

We also had a great slate of 4 Board candidates in attendance who were voted on by the community. We are excited to welcome these new 2022-2024 Board members to the ECA: Mike Bopp, Pamela Goderski, Staci Rickman, and Hannah Snyder. Please join us in welcoming this great group of volunteer Board members by checking out their bios on our website at www.eastown.org.

If you are interested in supporting the ECA's work here in the neighborhood, please consider joining one of our communities or serving as a Host Neighbor to disseminate important information on your block. You can learn more by visiting our website, emailing us at info@eastown.org, calling our offices at 616-451-3025, or by stopping by our offices!

The ECA would like to thank everyone who took time out of their Saturday morning to attend the 2022 Annual Meeting. If you were unable to attend the event, we have posted our slideshow and the video recorded meeting on

our website. We hope that you will "save-the-date" for these upcoming tentative events: ♦

- April 23 - Sigsbee Park Clean up (Earth Day)
- May 21 - Dumpster Day
- June 25 - Bizarre Bazaar
- August 22 - National Night Out
- September 10 - Eastown Streetfair
- October 15 - Howl-Oween Pawty
- December 01 - Shop Hop/ Eastown Tree Lighting



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Fostering a safe, diverse, and walkable Eastown neighborhood by creating opportunities for neighbors and friends to engage and connect.

415 Ethel SE
Grand Rapids, MI 49506
616.451.3025
info@eastown.org
www.eastown.org

ECA Board Members

- Dakota Riehl-Davis, President
- Staci Rickman, Vice President
- Steven Martinez-Thiel, Treasurer
- Rion Hollenbeck, Secretary
- Christian Verley
- Elizabeth Girgen
- Gavin Cornwell
- Hannah Snyder
- Michael Bopp
- Pamela Goderski

Executive Director

Courtney Burrows

The Eastown Community Association board of directors meets on the second Monday of every month at 6p.m. Eastown residents and business owners are encouraged to attend. For more information visit our website at eastown.org

Facebook: eastowngr
Instagram: @eastowngr
Twitter: @EastownGR



FROM THE DIRECTOR

Welcome our new Executive Director!

By Dakota Riehl-Davis, ECA Board President

The ECA’s Board of Directors is thrilled to announce that Courtney Burrows will be the new Executive Director of the Eastown Community Association! Courtney is an Eastown resident who had previously served on the ECA Board of Directors from 2014-2017 before moving out of the country. She is an experienced community advocate with over 10 years of non-profit experience, specifically supporting and advocating for our neighbors experiencing homelessness here in Grand Rapids. During her years out of the country, she worked as an English as a Second Language instructor.

Courtney has communicated an enthusiasm for our community as well as the neighbors living and working here. Her passion for racial equity, civic engagement, and grassroots activism was clear throughout her interview and hiring process. We feel truly lucky that she will be bringing her talents and experiences to the role of Executive Director!

As Courtney acclimates to her new role, we encourage neighbors to reach out and welcome her to the role and back to the neighborhood. This role is not only critical to the success and sustainability of the ECA

as an organization, but to the well-being of our entire neighborhood. The Executive Director and the Board work cooperatively with other volunteers, City staff, public safety entities, business owners, and other neighborhood organizations and groups to ensure a safe, welcoming, and inclusive community.

We encourage neighbors to reach out to Courtney by emailing director@eastown.org or by calling her at (616) 451-3025. Courtney intends to schedule in-person office hours so that interested residents can stop by our office to ask questions, volunteer, or receive assistance with any issues they may have. We will be updating those hours on our website (eastown.org) and on our front office door once they are available. ♦



EASTOWN ACCESS

As the newsletter of the Eastown Community Association, the *Access* is published six times a year.

Contributors

Dakota Riehl-Davis, Lee Hardy, Peter Lewandoski, Dana Kroll, Pamela Goderski, Katharina Häusler-Gross, Rion Hollenbeck

The views and opinions expressed in Access are not necessarily those of the ECA Board.

The Access reserves the right to accept, reject or edit any material submitted for publication.

Supported by CDBG funds via the City of Grand Rapids.

ADVERTISING IN THE ACCESS

The *Eastown Access* is delivered to over 2,400 households and 100 businesses six times a year. Place your ad today!

Advertising Rates:

Size	Single Issue	Six Issues
Half-Page	\$175	\$800
Quarter-Page	\$100	\$500
4” Column	\$75	\$350

Access is also available online at eastown.org. Send all inquiries & advertising files to: info@eastown.org.

Celebrations, Awards, & Smart Shopping

By Dana Kroll, Uptown Marketing and Communications

Happy Birthday, Harmony Brewing!

On February 8th, our beloved Harmony Brewing Co. celebrated its tenth birthday. The brewery celebrated with a toast as well as live bagpipe music, cupcakes, and much merriment. We are grateful that they call Eastown home, and if you've not been there, be sure to check it out – you're in for a treat. Their wood-fired pizzas and excellent beers go great with their eclectic and cozy space, which offers lots of indoor seating plus an outdoor patio and firepit to warm up by. Happy Birthday, Harmony!

Two Eastown Businesses Selected as MEDC 'Match on Main' Grant Recipients

Uptown Grand Rapids, Inc. is pleased to announce on behalf of two of its district's small businesses that it has been selected as a recipient of a portion of the latest grant opportunity offered via the Michigan Economic Development Corporation's 'Match on Main' program. It is one of twenty-eight communities across the state awarded monies from this grant. The purpose of the program, which has awarded a collective total of over one million dollars to recipients across the state in 2021, is to offer support to small businesses and encourage the retention of, and

addition to, their workforces. The grant is awarded to the Uptown organization, to be distributed as reimbursements to those businesses whose applications were approved for submission by the organization.

In this most recent round, the organization was given the opportunity to move forward with up to two total requests for funds. The businesses selected to move forward, and who will ultimately receive a portion of the grant, are Brown Butter Creperie and Café, and LORDE Beauty and Cosmetics, both located right here in Eastown! The creperie, located at 1436 Wealthy SE, requested the grant to make several imperative repairs to the building and its property, as well as system improvements, with the goal of adding both additional seating and an improved overall experience for its guests.

Meanwhile, LORDE Beauty and Cosmetics, at 1400 Wealthy SE, will be using its portion of the grant reimbursement to further its mission of sustainable, conscious, and diverse clean beauty offerings, as well as expand the brand's current established reach. Additionally, LORDE will expand their luxury beauty offerings in 2022, with products for persons of color, a demographic long underserved in this category.

Sustainability in Shopping is Here to Stay!

In Uptown's most recent blog post we feature several Uptown businesses who are making a concerted effort to offer its customers an opportunity to shop smart. From clever ways to reduce packaging and waste, to an emphasis on clean and earth-friendly ingredients, to efforts made to support and sustain local vendors and makers. You'll find some fun suggestions on places to visit in Uptown if you're interested in this movement. Included in the feature is Eastown's very own Wax Poetic Candle Bar, whose products and ingredients are all thoughtfully selected to be clean, renewable, and reusable. You can find this blog article by heading to the 'Uptown News' button on our website – www.uptowngr.com, or, by clicking the link in our Instagram bio (@uptowngr.com).◆



Light in the City

By Lee Hardy, Access Contributor

One morning my daughter heard a knock at the door of our house in Empire, Michigan. It was our neighbor and friend from down the street. He said, “Hey, you left your porch light on last night.” “What about it,” she replied. “Well, the national park is around us, and this neighborhood is a ‘dark zone’. We all put our outdoor lights off at night so we can see the stars.” And wow, can you ever see the stars, even from our front yard. And when the moon is out, you can almost see colors because there is no competing artificial light.

Eastown will never get back to that level of darkness. But we can use light more effectively and sparingly. Too much light has all sorts of bad effects. It hinders the body’s production of melatonin, which helps regulate sleep patterns. Having trouble sleeping? Perhaps it is your neighbor’s security spotlight illuminating your bedroom. According to some recent research too much light can result in stress, anxiety, and even a greater likelihood of some forms of cancer (See National Geographic Society, www.nationalgeographic.org/article/light-pollution). The American Medical Association supports efforts to control light pollution at night. Too much light also affects animals. For example, birds start chirping long before dawn.

The way to use light wisely is to shine it only where and when it is needed and to use the minimum amount of light needed. The City of Grand Rapids has used these simple guidelines to regulate lighting in the zoning ordinance. Briefly, the law says don’t shine light on your neighbor’s property or worse into your neighbor’s windows. All lights must be fully shielded. That means the bulb must not be below the surrounding shield; it must only shine down not sideways or up. It’s easy to meet this requirement. Just buy the right fixtures. Long ago I asked my neighbor if anything about our house bothered her. She said our side door light shone brightly into her

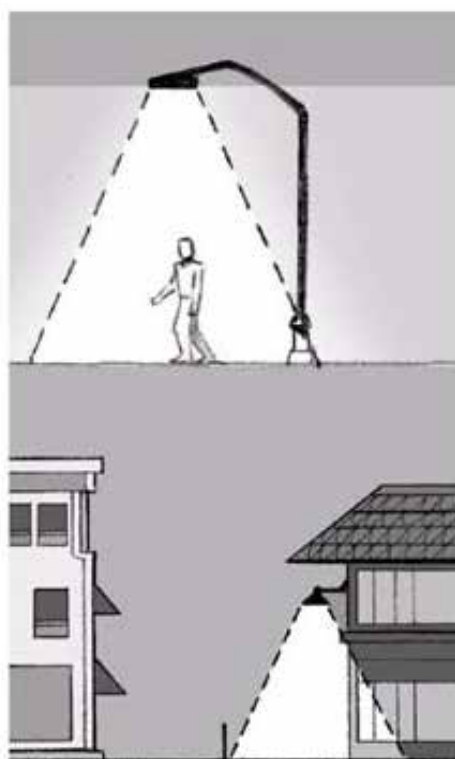
dining room and was glaring into dinner guests’ eyes. I bought a \$15 short cut-off fixture and the light now makes that spot much more attractive.

Often businesses waste electricity with the ineffective use of lighting. There may be terrifically bright parking lot lights shining into the sky and neighbors’ houses in addition to its positive purpose of providing safety for their customers. The latter can be done without the former. The city zoning ordinance code provides helpful and enforceable guidance. Knowledgeable lighting contractors can design useful, attractive lighting that does not disturb others. In fact, the city’s ordinance was written with the advice of lighting experts.

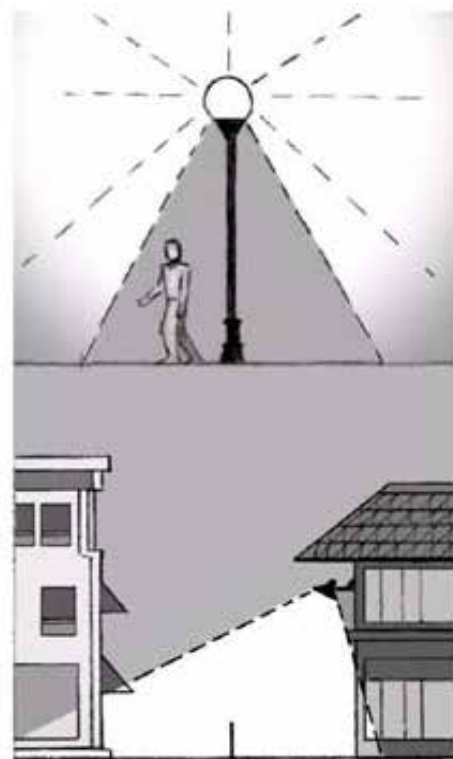
We can also light for far more benefit. Lighting technology and cleverness has increased with the invention of LED lights. Artful lighting can create beauty, comfort,

and benefit businesses. For example, retail experts recommend that businesses leave a few lights on in their window displays or inside the visible shopping space even when closed at night. That will give a feeling of welcome, interest, and liveliness. It is also good advertising for when they are open. It also creates a better street place for the neighboring businesses who still may be open.

Lighting can define spaces if the remaining areas are left quite dark. New LED devices can emit light in patterns and in many colors. The center of a business district and its edges can be lit differently, which would emphasize what is within that area. Ground level lighting can display special surface textures and sidewalk art. Light fixtures, light bollards, light devices that look like raindrops (see the work of Bruce Munro online) can illuminate sidewalks using optic fiber within glass, plastic, or clear tubing. The sky’s the limit. ♦



Correct



Incorrect

Source: Grand Rapids Zoning Ordinance

NEW BUSINESS SPOTLIGHT

Here's Something For Your Sweet Tooth

By Pamela Goderski, ECA Board Member

Meet Sticky Fingers! This confectionary sensation opened its doors on December 29, 2021, at 1503 Lake Drive, between Hampton and the Wealthy/Lake intersection. This addition to the Rebel Family of unique stores, creates a space for the entire family. A place that the young, and young at heart, can call their own.

You can park your car in Eastown, and walk between Rebel, Commune, and Sticky Fingers- there's something for everyone here! Select candy is sold in bulk by the pound, and many candies are individually priced. Sweet, sour, gummy, chocolatey, crispy, on a stick – they have it. They have vegan, soy free, gluten free, etc. Candies range from new and weird to classic favorites, sure to spark your nostalgia. There is a wide selection of stationery including paper goods, pens, pencils, stickers, and other novelties for the paper lover. There are also Toys! Another mix of vintage and new, along with curiosities to satisfy people of all ages. I particularly like the step stools at the counter with a sign saying, "Littles Only, Please."

Easter is right around the corner, stop in and grab some treats for those baskets. I plan on filling my adult sons' baskets with some throw-back treats from their childhood. ♦

Hours

- Wednesday-Saturday: 11-6
- Sunday: 11-4
- Monday & Tuesday: Closed

Contact

- Instagram: [@stickyfingersgr](https://www.instagram.com/stickyfingersgr)
- Email: stickyfingersgrandrapids@gmail.com.



Photos by Pamela Goderski

Hold the Salt, Please

By Peter Lewandoski, Coldbrook Creek Community

Michigan loves its fresh water. We can see it on those sweatshirts proudly announcing, “Lake Michigan: Unsalted”. The message on the sweatshirts is important because high levels of salt in fresh water can upset its ecological balance. Elevated salt levels can inhibit the growth of desirable plants and animals, thus allowing more salt-tolerant invasive species to move in and algal blooms to grow.

During the winter months it is harder to maintain the unsalted status of our freshwater as communities use salt to keep icy streets and sidewalks safe. Grand Rapids is no different, though attempts have been made to minimize the damage salt creates. According to the city’s website, plow trucks now pre-wet the salt they spread on our hilly and high-traffic streets. This reduces bounce and keeps the salt on the road, and also reduces the amount of salt needed by as much as 30%.

The Coldbrook Creek Community recently partnered with the Winter Salt Watch program through the Izaak

Walton League. This is a nationwide effort to monitor local freshwater for levels of chloride during the winter months. A reading was taken recently in Coldbrook Creek at Highland Park after a snowfall blanketed Grand Rapids and plow trucks had been out. Unfortunately, the reading was practically off the charts at 850 ppm. According to the Izaak Walton League website, anything over 230 ppm is toxic to aquatic life. Hopefully this was just a spike and future readings will show lower numbers. You can keep track using the interactive map found at iwla.org (search their site for “salt watch results”).

Eastowners who want to keep their icy sidewalks safe can benefit from these tips:

- Elbow grease. Shovel and remove what snow and ice you can, because you don’t need to salt what’s not there.
- Read the label. Look for deicers that are labeled “Safer Choice” by the EPA.

- Less is more. One 12 oz. cup of deicer is enough for a 10 ft x 25 ft area.
- Break out the broom. Clean up residual salt left behind after it is no longer needed.
- Sand and sawdust. These won’t get rid of ice, but may provide traction instead.

Hmm...wonder if we should get some sweatshirts that say, “Coldbrook Creek: Unsalted”.

Coldbrook Creek originates in the wetlands around Reeds Lake in EGR and from there flows into the Grand River in downtown GR. The mission of the Coldbrook Creek Community is to promote education, protect the environment, and provide enjoyment of this watershed. To become involved or for more information please visit www.lgrow.org/coldbrook-creek, or search for us on Facebook. ♦

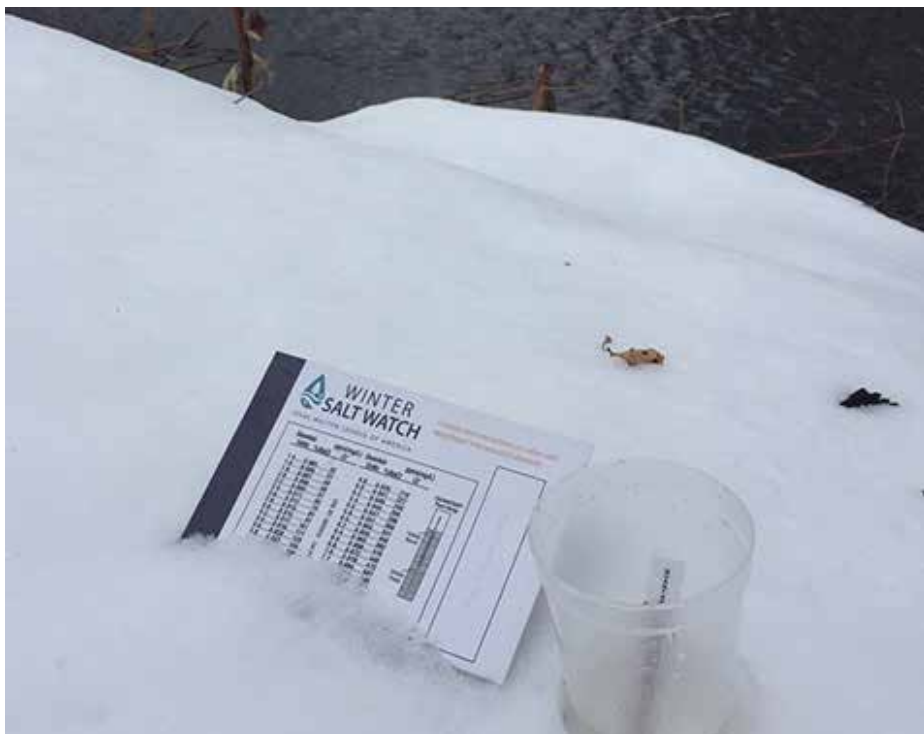


Photo by Peter Lewandoski

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HAPPENINGS @ AQ

By Katharina Häusler-Gross, Access Contributor

Big Smoke by Finegan Kruckemeyer
February 24 - 26, 2022 7:30 pm
February 27, 2022 2:30 pm
Aquinas College Performing Arts Center
Masks are required

Tickets: \$12.00. For more information on how to order tickets, please visit www.aquinas.edu/theatre

2022 Aquinas College Student Art Show

February 24 - April 8, 2022
[Closed March 5-13, 2022]

Aquinas College Art and Music Center - Art Gallery
Masks are required

Gallery Hours

Mon - Thur: 10:00 am - 7:00 pm
Friday: 10:00 am - 4:30 pm
Sat - Sun: 2:00 pm - 4:00 pm

Poetry Slam with Kyd Kane -- Current Poet Laureate of Grand Rapids, Michigan.
March 30 7:30pm - 8:30 pm
Aquinas College Wege Ballroom
Masks are required

- 50 copies of their poetry collection will be distributed as a gift to audience members.
- The poetry slam will be followed by a "Grab and Go" reception with cookies and coffee and a book signing.
- Seating is limited to 120 people in the Wege Ballroom to accommodate for social distancing.
- This event is free and open to the public with prioritized seating for AQ community members.
- Dr. Jen Lendrum, Interim JHIWS Chair, will introduce the event, and JHIWSC intern, Haleigh

- Potter, will introduce the author.
- The event is underwritten by the CWS Endowment established by Linda Nemece Foster '72 and Dr. Tony Foster '73 and co-sponsored by the Aquinas Contemporary Writers Series and the Jane Hibbard Idema Women's Studies Center.

No matter who you are,
or where you are on life's journey,
you are welcome here.

Get to know your neighborhood church...
join us for our annual Easter Egg Hunt!

Good Friday Service
April 15, 2022
7:00 PM

Easter Egg Hunt
April 16, 2022
1:00 PM

Easter Sunday Service
April 17, 2022
10:30 AM

Nursery and Sunday
School at 10:30am

Open and Affirming

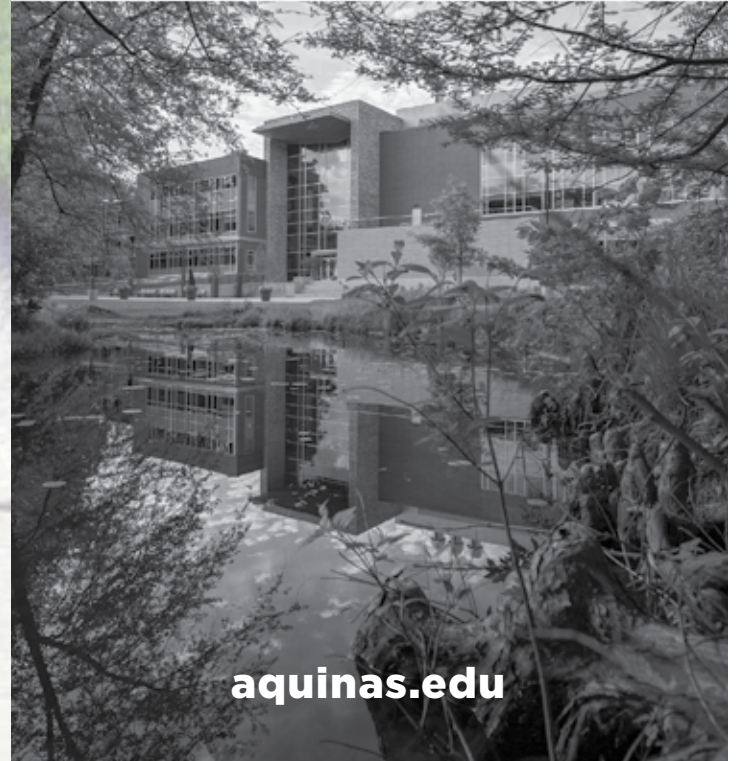


Rev. Laurie Creilly

 East Church

1005 Giddings Ave. SE
616-245-0578
www.eastchurchgr.org

AQUINAS COLLEGE



aquinas.edu

Events & Fundrasing Committee

By Pamela Goderski, ECA Baord Member

The Events Committee does so much more than bringing Bizarre Bazaar and Streetfair to the bricks of Eastown. They also handle Fundraising and Marketing for the ECA. We secure sponsors, do Press Releases, and Media Appearances. We work with City permits, equipment, service providers, liquor licensing, security, and volunteer recruitment.

Eastown events provide a significant portion of the revenue needed to keep the ECA up and running. Everyone knows that the past two years have been challenging for in-person events. 2020 was a total bust; however, in 2021, we held a successful, smaller footprint, BizBaz using Ethel Street and the Ethel Hub Lot. This smaller event was well received by both the artist vendors and visitors. Expect a similar event in 2022. In November, as part of Giving Tuesday,

we presented a “Cozy Streetfair” virtually, showcasing artists, bands, neighbor spotlights, and ECA Committee presentations.

Over the years, our events have become “incubators” for many artists and musicians, meaning that setting up a booth or performing at BizBaz or Streetfair was an early (sometimes first) show for them. A few artist vendors have since opened their own Brick and Mortar stores. Bands that started out performing at BizBaz have established recording careers and perform regionally. We love being a small part of their success.

Events like Park Clean-ups, Dumpster Day, and National Night Out are more about providing services and opportunities for our residents. Our Dog Event (Howl-Oween Pawty) is a total blast for both four-legged and humans alike. ♦

The Events Committee is actively seeking more people to join THE FUNNEST committee. The more residents we have, the more and better events we can put on for our community! We meet monthly (dates to be determined).

For more information, please contact us at:
events@eastown.org

EASTOWN!

2022 Events Schedule

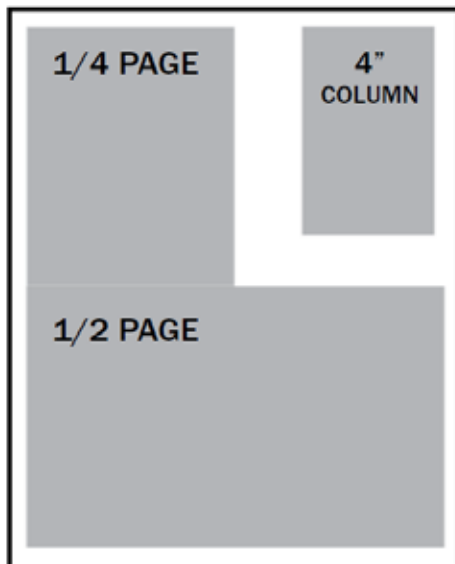
April 23	Sigsbee Park Clean-up (Earth Day)
May 21	Dumpster Day
June 25	BizBaz (Bizarre Bazaar)
August 22	National Night Out
September 10	Eastown Streetfair
October 15	Howl-Oween Pawty at Wilcox Park
December 1	Shop Hop and the Eastown Tree Lighting Party



FUNDRAISING CORNER

Consider Advertising in the Access

The Eastown Access is published six times a year. It is distributed directly to all residents of the Eastown neighborhood - every household and business located within the area bounded by Fuller to Franklin and Fulton to Plymouth, including part of East Grand Rapids. The newsletter reaches over 2,400 households and is also available online at eastown.org.



AD SIZES

1/2 page 7.5" W x 5" H
Single issue: \$175 Annual: \$800

1/4 page 3.75" W x 5" H
Single issue: \$100 Annual: \$500

4" column 2.4" W x 4" H
Single issue: \$75 Annual: \$350

Images should be high-res at 300 dpi. Preferred format is PDF, but JPG or TIF are acceptable. Email artwork and questions to info@eastown.org.



Thank You Donors

We want to thank the following Eastown residents, business-owners, and community members for generously donating to the ECA in the past 2 months. It is because of your support that the ECA can continue to provide the services that we do. If you are interested in donating to the ECA, please visit eastown.org/donate.

<insert list of donors here>

GET INVOLVED

New ECA Committee Email Addresses

In order to improve our communication with Eastown residents and improve engagement, each of our ECA committees now has thier own email address! These new email addresses are the quickest way to get in contact with our various committees, ask questions, and stay informed. As always, for general information and questions, please continue using info@eastown.org

Bricks and Mortar

- bricksandmortar@eastown.org

Community Engagement

- community@eastown.org

Eastown Access

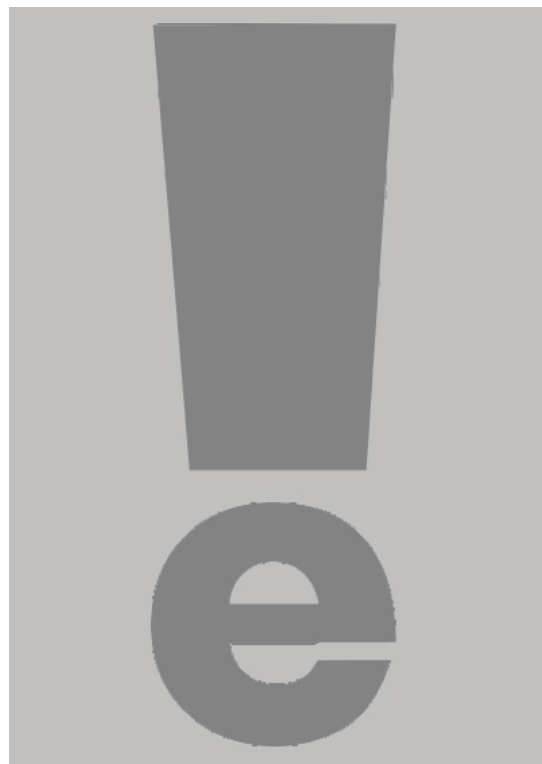
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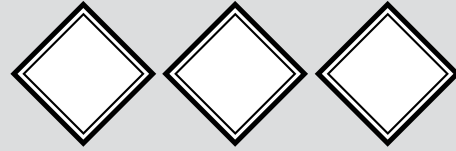
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Police: Non-emergency Silent Observer (Anonymous):	456-3400 774-2345
Community Police Officer: Captain John Bylsma	456-4485
Calvin College Dean of Students John Witte	526-6548
Aquinas College, Engagement Katharina Hausler-Gross	632-2112
Grand Rapids Public Schools	819-2000
City of GR Code Compliance	456-3053
Kent County Animal Shelter	632-7300
Dispute Resolution Center of W. MI	774-0121
Eastown Community Association	451-3025

WEBSITES/EMAILS

The City of Grand Rapids: www.grandrapidsmi.gov
Mayor of Grand Rapids Rosalynn Bliss: mayor@grcity.us
Second Ward Commissioners (North of Wealthy): Milinda Ysasi: mysasi@grcity.us Joseph D. Jones: jdjones@grcity.us
Third Ward Commissioners (South of Wealthy): Senita Lenear: slenear@grcity.us Nathaniel Moody: nmoody@grcity.us
The Rapid Bus System: www.ridetherapid.org
Kent County: www.accesskent.com
State of Michigan: www.michigan.gov
Get the Lead Out! www.healthyhomescoalition.org

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*Thanks Eastown for a great 2021.
We are looking forward to working
with you again in 2022.*

- We assisted 106 Buyers and Sellers
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- Delivered on average 2 offers to every Seller
- Average days on market: 15



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